

\* = compare reactions  
+ overall response  
to commercials.

Block = group of similar individuals

Block 1 = N      # 1, 12

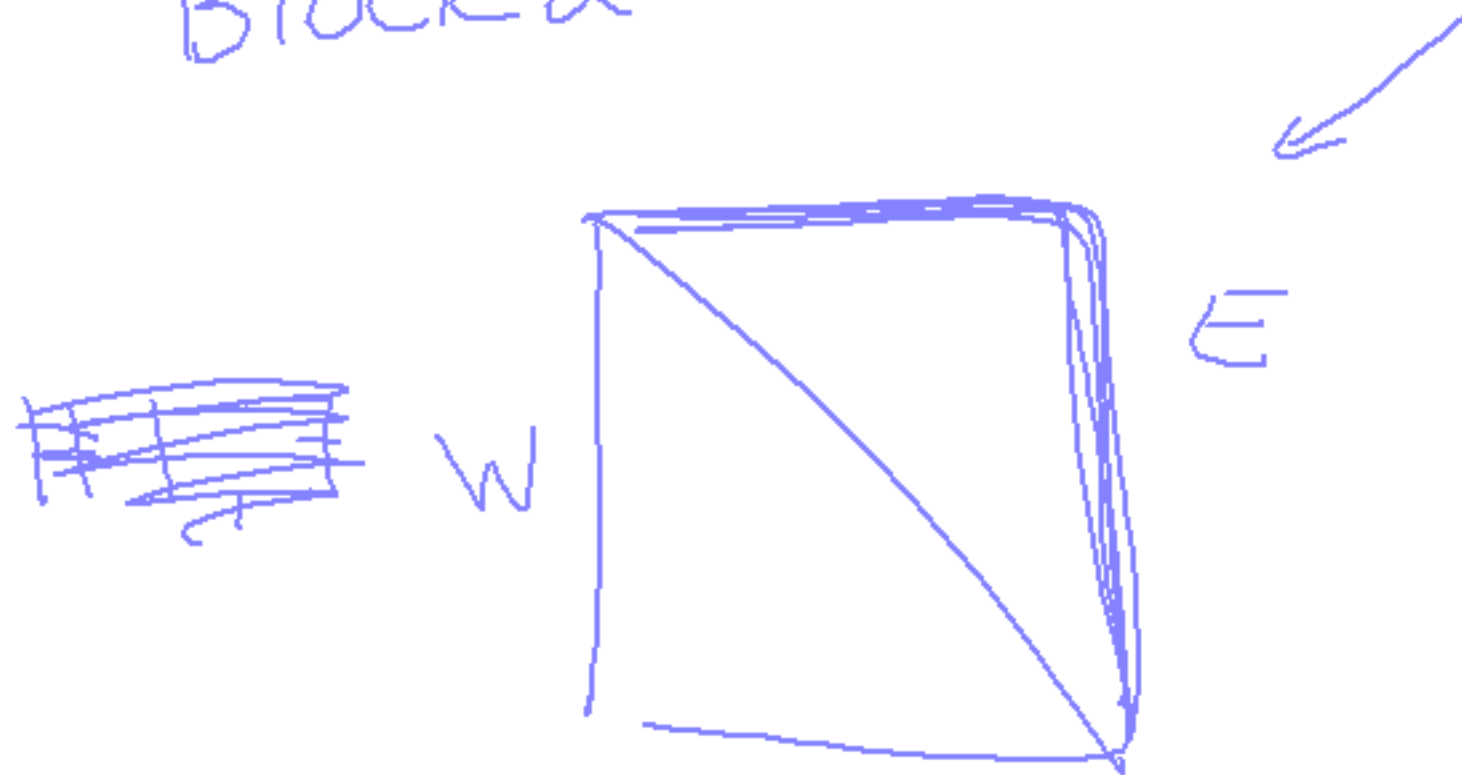
Block 2 = S      # 6, 7

Block 3 = E      # 2, 3, 4, 5

Block 4 = W      # 8, 9, 10, 11

Block 1 = Right # 1-6

Block 2 = Left # 7-12

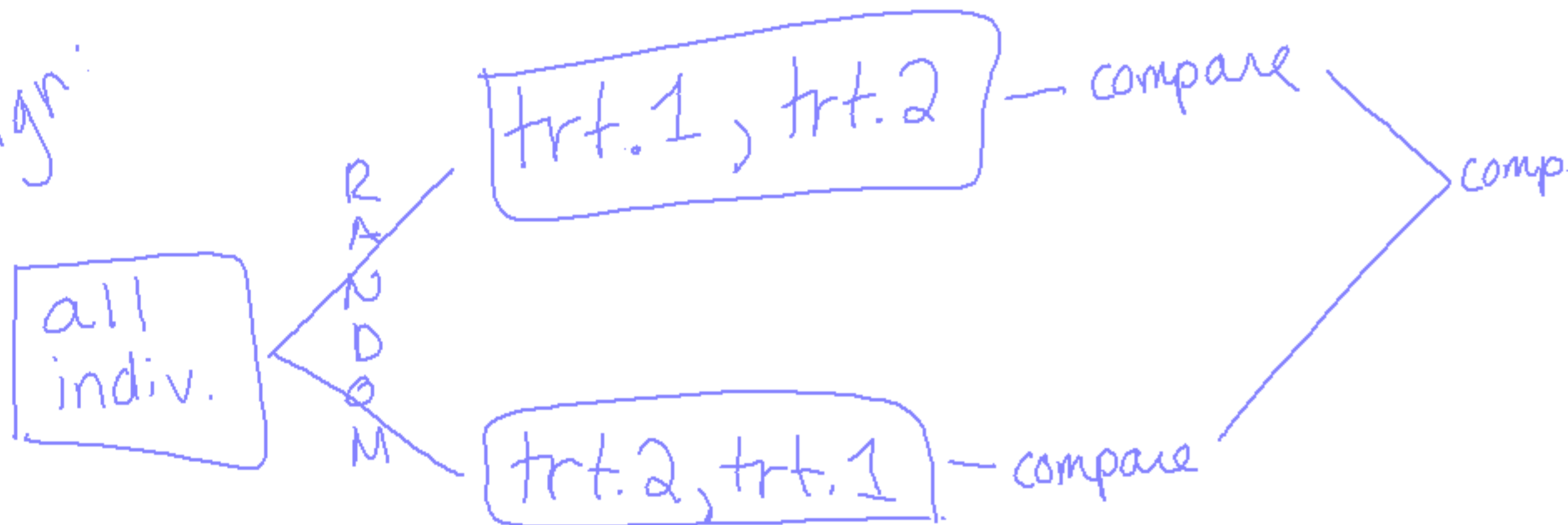


## Matched Pairs

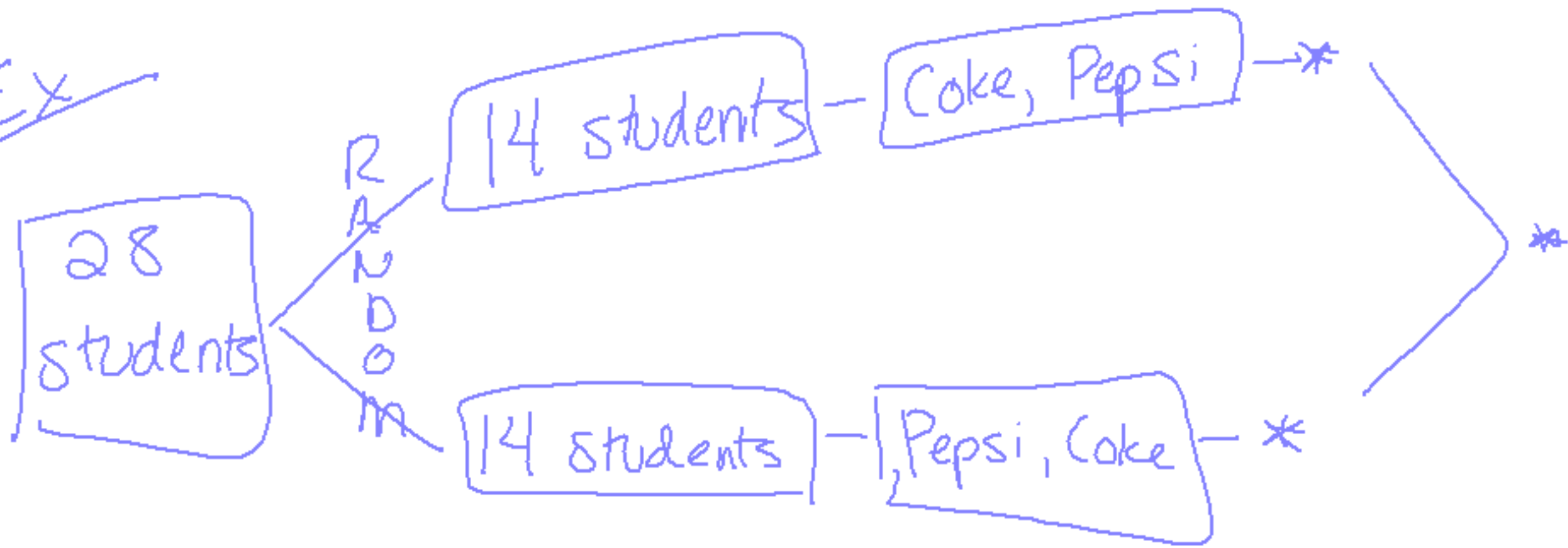
- Only 2 treatments
- Every individual gets both treatments.
- Randomize which treatment to take first.

Ex: hand strength

Design:



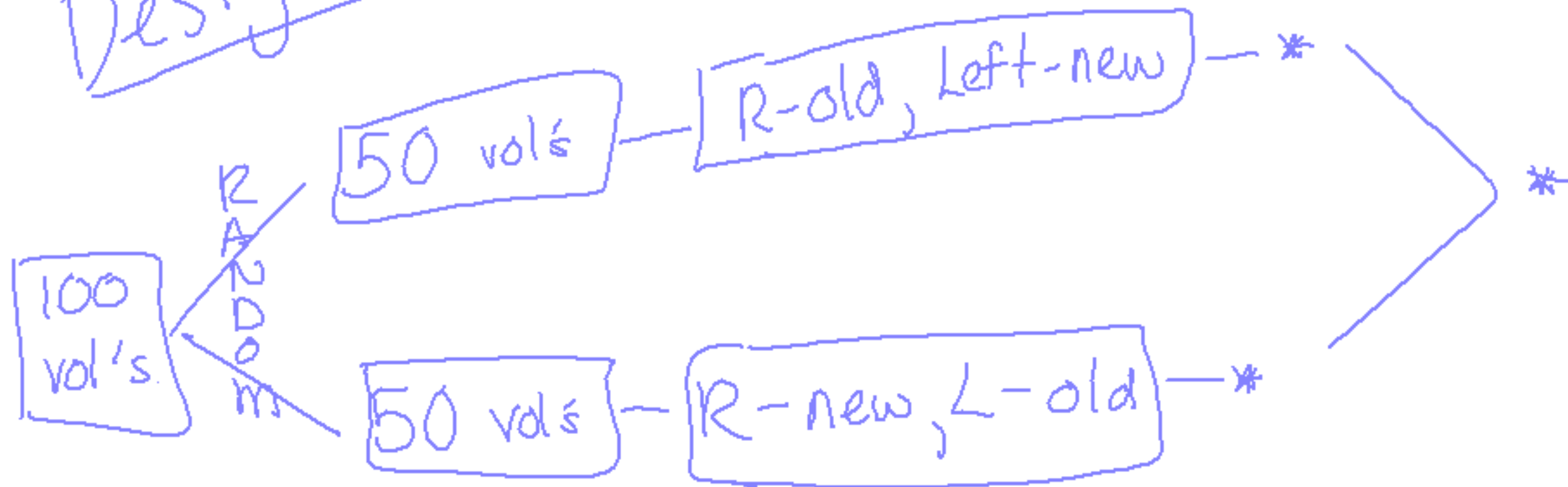
Ex



\* = compare preference

- a) waterproofing method
- b) new + old waterproofing
- c) water damage
- d) 100 volunteers from Seattle
- e) Right/Left foot

# Design



\* compare H<sub>2</sub>O damage

Yes

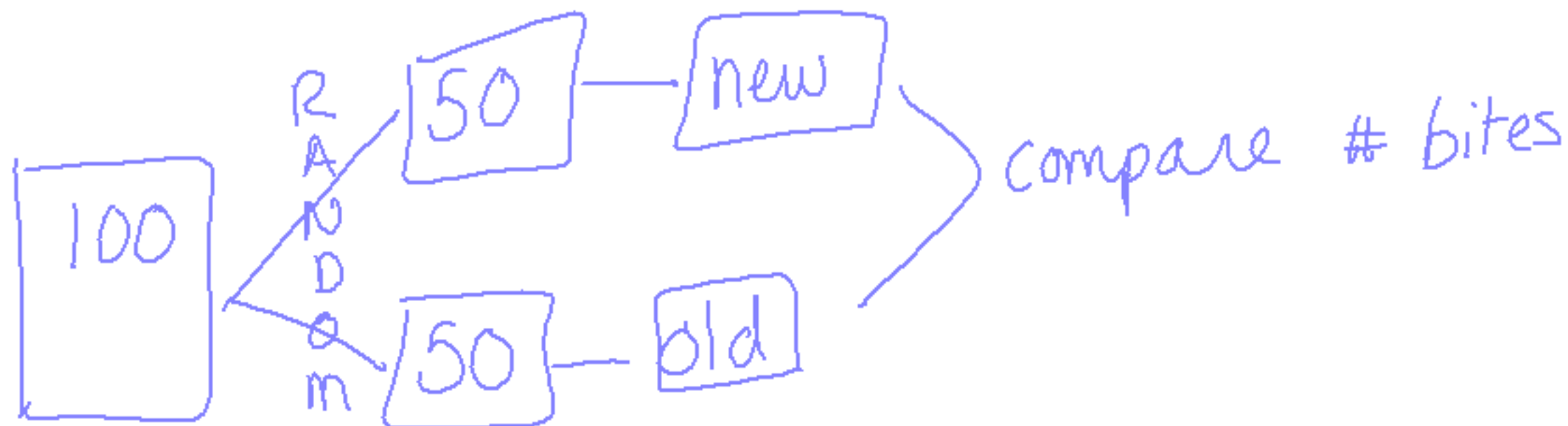
Old, New

New, Old

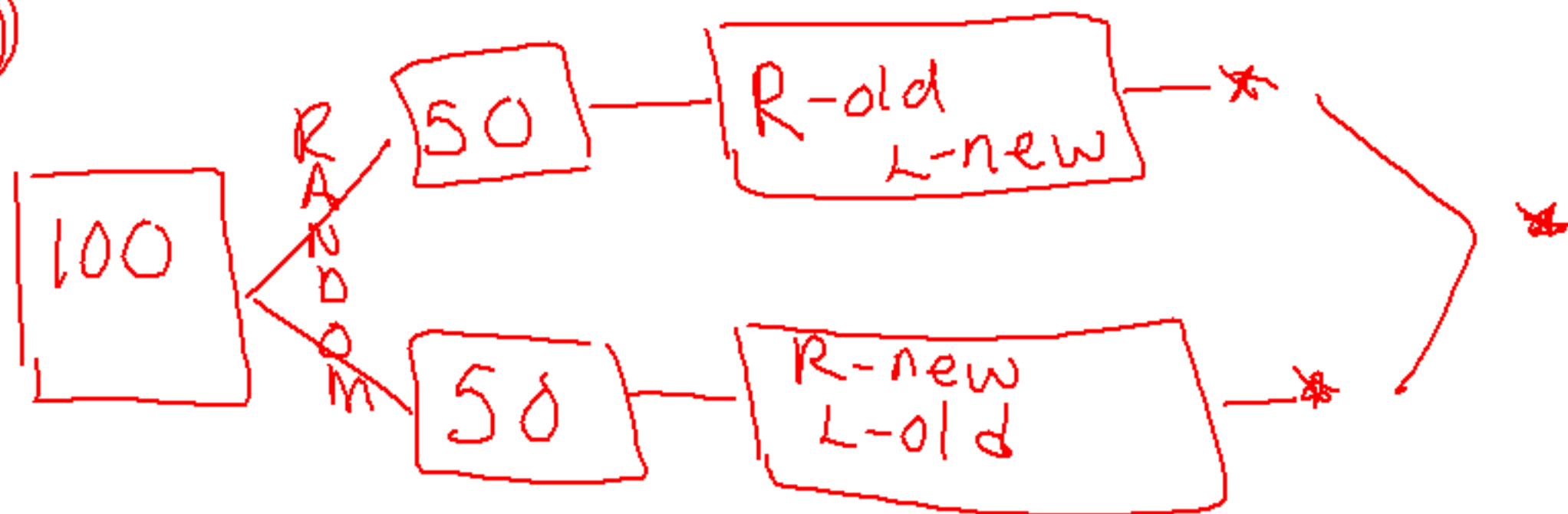


- a) mosquito repellent
- b) new & old/current compound
- c) # bites
- d) 100 people

E)



F)



\* = compare # bites